

Brand Topline
72 Month Shipments - Monthly
Database as of APR 1998

Tot United States

	Volume Shipped Tot NOV 1997	Volume Shipped Tot DEC 1997	Volume Shipped Tot JAN 1998	Volume Shipped Tot FEB 1998	Volume Shipped Tot MAR 1998	Volume Shipped Tot APR 1998
Tot Marlboro	40453402881	40287973481	36650183360	37061089940	38812682900	40310596420
Tot Marlboro Ult	340794800	385989600	1076371600	1966068440	2770932880	2770308040
	0.84%	0.96%	2.94%	5.30%	7.14%	6.87%
Tot B&H	2564944660	2660604200	2348086280	2404316580	2242348780	2419157540
Tot B&H Ult 100	892373200	928995800	812739800	830346000	774048000	837888960
	34.79%	34.92%	34.61%	34.54%	34.52%	34.64%
Tot V Slims	2837141800	2979923800	2671442200	2669876220	2505750020	2691700820
Tot V Slims Ult	716922800	754080000	691206000	681018000	636576000	679422000
	25.27%	25.31%	25.87%	25.51%	25.40%	25.24%
Tot Camel	5925113800	5801219400	5237715200	5278502400	5358499200	5678927400
Tot Camel Ult	135063800	136900000	123430400	123280800	118198200	127606600
	2.28%	2.36%	2.36%	2.34%	2.21%	2.25%
Tot Salem	4061841000	4072730800	3657726400	3588933200	3417515800	3682374200
Tot Salem Ult	659925200	682983200	622944600	611565200	577772600	606552000
	16.25%	16.77%	17.03%	17.04%	16.91%	16.47%
Tot Winston	6607610400	6673107800	6087495600	5929912800	5535588800	5844985400
Tot Winston Ult	631454000	655358200	606075800	638673800	610063800	630661600
	9.56%	9.82%	9.96%	10.77%	11.02%	10.79%
Tot Industry	119684397240	120565959950	110148817328	108820098567	108224558957	112743077555
Tot Ult	13861490765	14083589467	13613999517	14270793084	14481825603	14928847924
	11.41%	11.68%	12.36%	13.11%	13.38%	13.24%

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